

FARBEUNDLACK

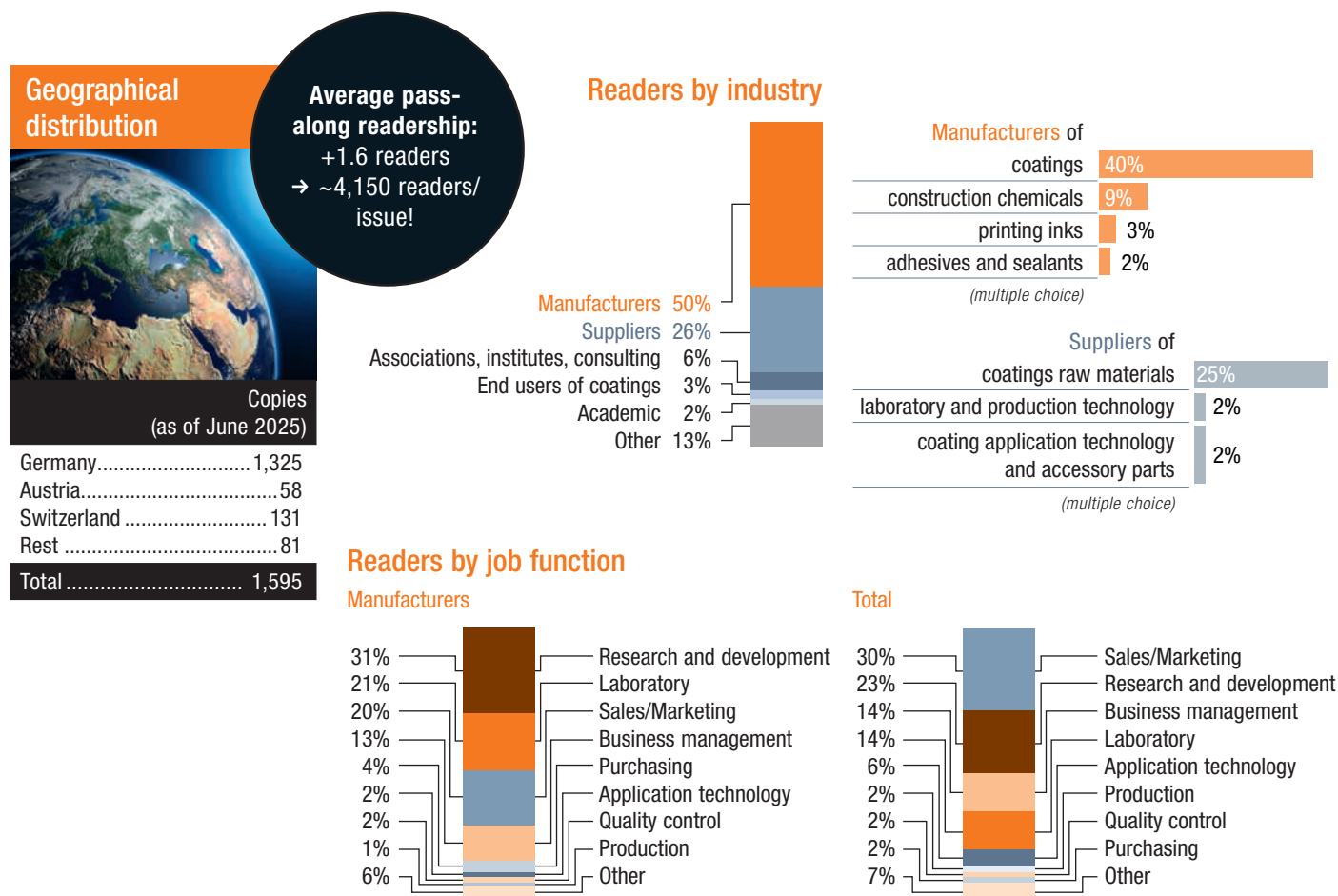
FARBEUNDLACK is the leading trade journal and provider of technical-scientific information for the coatings industry. The publication's highly-developed reader acceptance and exquisite reputation provide an outstanding environment for your advertising. Each issue focuses on a selection of editorial topics, offering you as a supplier of raw materials, equipment, machinery, or services the opportunity to promote your products effectively to the relevant target group.



www.farbeundlack.de

Target Audience

The German-language coatings industry as well as related industries such as printing inks, adhesives and sealants, and construction chemicals. Read in all operational areas by decision-makers and leading opinions at all levels in laboratory, production, and management. Official organ of the leading industry associations in Germany and Switzerland.



ADVERTISING CONTACTS

Vincentz Network

Patricia Lüpertz · T +49 511 9910-249 · patricia.luepertz@vincentz.net

Anette Pennartz · T +49 511 9910-240 · anette.pennartz@vincentz.net

International Sales Representatives

BeNeLux

Jacqueline Poppe · Beech BP · T +31 547 271071 · jacqueline@beechbp.nl

France/Italy/Spain/Switzerland

Melanie Villard · MKV Conseil · T +33 9 75792743 · melanievillard@outlook.com

UK/North America

Dave Weidner · Blue World Partners · T +1 253 677 4242 · info@blueworldpartners.com



**Double issues in
January/February and
July/August.**



Editorial Programme

Issue	Topic	Ad Closing Date	Digital Data Due
January/February	Wood Coatings	12/01/2026	16/01/2026
March	Architectural Coatings	11/02/2026	16/02/2026
April	Functional Coatings	11/03/2026	16/03/2026
May	Digitalisation & Automation	10/04/2026	16/04/2026
June	Pigments & Fillers Construction Chemicals	11/05/2026	15/05/2026
July/August	Protective Coatings	11/06/2026	16/06/2026
September	Powder Coatings Adhesives & Sealants	11/08/2026	14/08/2026
October	Sustainable Coatings Testing & Measuring	11/09/2026	16/09/2026
November	Transportation Coatings Production Technology	12/10/2026	16/10/2026
December	Packaging Coatings	11/11/2026	16/11/2026

Would you like to advertise in FARBEUNDLACK?

SALES Anette Pennartz · T +49 511 9910-240 · anette.pennartz@vincentz.net

Would you like to publish a technical article in FARBEUNDLACK or do you have news on companies or people within the industry?

EDITORIAL OFFICE Nicole Liedke · T +49 511 9910-215 · nicole.liedke@vincentz.net

Display Advertisements

Full-colour rates (CMYK)

Size (A4)	€ per ad
1/1 page	6,780
Island page	5,320
1/2 page	4,150
1/3 page	2,770
1/4 page	2,090

Minimum ad size: 1/4 page

Special colour surcharges (HKS, Pantone)

Size (A4)	€ per special colour
1/1 page	800
1/2 page/Island page	400

Minimum special colour surcharge: 1/2 page rate

Special positions

Position	€ per ad
Inside/back cover (only 1/1 page)	8,140
Guaranteed position	+15%

Special positions cannot be cancelled.

Discounts

Series discount	%	Quantity discount	%
3 insertions	-3	1.5 pages	-5
5 insertions	-5	3 pages	-10
8 insertions	-8	5 pages	-15
10 insertions	-10	8 pages	-18
		10 pages	-20

Discounts only apply to advertisements within 12 months starting with the publication of the first ad.

Package discounts for a significantly higher number of insertions (>50,000 €/insertion year): on request.

All rates subject to VAT where applicable.

Quantity discount = sum of all pages within one insertion year, e.g.
3 x 1/2 page = 1.5 pages
= -5% discount

SIZES (A4)



1/1 page
Bleed:
210 mm wide x
297 mm high
Type area:
187 mm wide x
256 mm high



Island page
Bleed:
136 mm wide x
205 mm high
Type area:
123 mm wide x
188 mm high



1/2 page horizontal
Bleed:
210 mm wide x
145 mm high
Type area:
187 mm wide x
124 mm high



1/2 page vertical
Bleed:
101 mm wide x
297 mm high
Type area:
91 mm wide x
256 mm high



1/3 page horizontal
Bleed:
210 mm wide x
93 mm high
Type area:
187 mm wide x
80 mm high



1/3 page vertical
Bleed:
69 mm wide x
297 mm high
Type area:
59 mm wide x
256 mm high



1/4 page horizontal
Bleed:
210 mm wide x
69 mm high
Type area:
187 mm wide x
60 mm high



1/4 page vertical
Bleed:
53 mm wide x
297 mm high
Type area:
43 mm wide x
256 mm high

or
Bleed:
101 mm wide x
145 mm high
Type area:
91 mm wide x
124 mm high

Bleed:
Oversize per bleed edge: 3 mm. Critical matter must be kept at least 5 mm from all trim edges.

Suppliers Index

48 BEZUGSQUELLEN

BEZUGSQUELLEN 49

Von Abfüllanlagen bis Zinkoxid – kompetente Lieferanten präsentieren sich in der Marktvorsicht!

// Abfüßtechnik

TECHNISCHE ABFÜßTECHNIK
Telefonnummer 10
21719 Marzahn – Bogen
Tel. +49 3 564 40 40
Fax +49 3 564 40 15
www.abfuess-technik.de

WERNER-ABFÜßANLAGEN GEMSH
D-52056 Aachen
Tel. +49 241 36 20 00
Fax +49 241 36 20 34
www.werner-abfuess.de

// Zinsen Sie Ihre Produktanfertigung

// Additive

Deuteron

Karl Schlegelmann GmbH & Co.
D-52056 Aachen
Tel. +49 241 36 20 00
www.schlegelmann.de

// Anlagenbau

PROTECH-TECHNIK
B&B Technik GmbH
Kornel-Adams-Str. 1
D-52056 Aachen
Tel. +49 241 36 20 00
Fax +49 241 36 20 34
www.protech-technik.de

// Betriebshygiene

BCD

HYGIENE PRODUKTE
D-52056 Aachen
Tel. +49 241 36 20 00
Fax +49 241 36 20 34
www.bcd-technik.de

WELL WIRKT
Innovative Hygiene-Lösungen
für den Lebensmittelbereich
für den 2017 Markt

// Batterietechnik

KREBS-DISSOLVER-TECHNIK
WOLFFEN KRENN
D-52056 Aachen
Tel. +49 241 36 20 00
Fax +49 241 36 20 34
www.krebs-dissolver.de

// Calciumcarbonat, gelöst

scholz

scholz GmbH & Co. KG
D-52056 Aachen
Tel. +49 241 36 20 00
Fax +49 241 36 20 34
www.scholz-chemie.de

// Disperser, Dissolver

DISPERTECH
D-52056 Aachen
Tel. +49 241 36 20 00
Fax +49 241 36 20 34
www.disper-tech.de

// Cristobalit

RECHTECH
D-52056 Aachen
Tel. +49 241 36 20 00
Fax +49 241 36 20 34
www.rechtech.de

// Zinsen Sie Ihre Produktanfertigung

scholz

scholz GmbH & Co. KG
D-52056 Aachen
Tel. +49 241 36 20 00
Fax +49 241 36 20 34
www.scholz-chemie.de

// Disperser, Dissolver

DISPERTECH
D-52056 Aachen
Tel. +49 241 36 20 00
Fax +49 241 36 20 34
www.disper-tech.de

// Disperser, Dissolver (Fertigungsbereich)

CHROMATIK
D-52056 Aachen
Tel. +49 241 36 20 00
Fax +49 241 36 20 34
www.chromatik.de

// Füllstoffe

Alpha

Alpha Color
Füllstoffe GmbH & Co. KG
D-52056 Aachen
Tel. +49 241 36 20 00
Fax +49 241 36 20 34
www.alpha-color.de

// Disperserschichten

VOLLSTÄNDIG

Vollständig GmbH & Co. KG
D-52056 Aachen
Tel. +49 241 36 20 00
Fax +49 241 36 20 34
www.vollstaendig.de

// Eisenoxidfarben

scholz

scholz GmbH & Co. KG
D-52056 Aachen
Tel. +49 241 36 20 00
Fax +49 241 36 20 34
www.scholz-chemie.de

// Farbenkarten

scholz

scholz GmbH & Co. KG
D-52056 Aachen
Tel. +49 241 36 20 00
Fax +49 241 36 20 34
www.scholz-chemie.de

// Faservollstoffe

STW
D-52056 Aachen
Tel. +49 241 36 20 00
Fax +49 241 36 20 34
www.stw.de

// Füllstoffe

Alpha

Alpha Color
Füllstoffe GmbH & Co. KG
D-52056 Aachen
Tel. +49 241 36 20 00
Fax +49 241 36 20 34
www.alpha-color.de

// Disperserschichten

VOLLSTÄNDIG

Vollständig GmbH & Co. KG
D-52056 Aachen
Tel. +49 241 36 20 00
Fax +49 241 36 20 34
www.vollstaendig.de

// Eisenoxidfarben

scholz

scholz GmbH & Co. KG
D-52056 Aachen
Tel. +49 241 36 20 00
Fax +49 241 36 20 34
www.scholz-chemie.de

// Farbenkarten

scholz

Line Entry

Line (b/w) in	Characters	€ per line
bold print	max. 28	20.80
CAPITALS	max. 28	20.80
normal print	max. 35	10.40

Rate per line, product heading and issue.

Box Advertisement

Box ad in	€ per mm height
b/w	5.20
b/w with white background	7.80
colour (CMYK)	10.40

Rate per mm height, product heading and issue.
Standard width 40 mm.

Sommer GmbH & Co. KG Postfach 10 45 43, D-40036 Düsseldorf Tel. 0211 23082-02, Fax 0211 23082-36 info@sommer-anlagenbau.com www.sommer-anlagenbau.com	 SCHAEFER KALK GmbH & Co. KG D-65582 Diez Tel. 06432/503-0 Fax 06432/503269 www.schaeferkalk.de	 scholz www.harold-scholz.de
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Annual orders (min. 12 months/10 issues) only. The annual invoice will be issued at the beginning of the insertion period (starting with the publication of the first ad). We only provide one voucher copy as proof of publication at the beginning of the insertion period. Entries in the Suppliers Index are not subject to discounts.

All rates subject to VAT where applicable.

Loose Inserts · Advertising Specials · Bound-In Inserts

Loose Inserts

Delivery size:

Max. 200 mm wide x 277 mm high, larger sizes will be folded or trimmed against additional charges. Please supply additional 3% for potential loss during production.



Up to 25 g/2 mm
per 1,000 copies
€ 2,120

Please note:

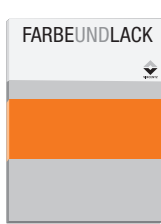
For all loose inserts exceeding 25 g in weight and 2 mm in thickness higher rates are applicable. Split advertising is not available. Loose inserts will be mentioned free of charge.

Advertising Specials



Titeltage

1/2 page,
double-sided print
€ 9,110



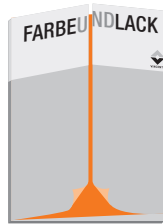
Belly band

470 mm wide x
80 mm high
per 1,000 copies
(rate excl. production)
€ 3,180



Title corner ad

100 mm wide x
100 mm high
(triangular)
€ 5,200



Title gatefold

2/1 pages
€ 11,720

Bound-In Inserts

Delivery size:

218 mm wide x 305 mm high,
several pages: folded accordingly

Trim size:

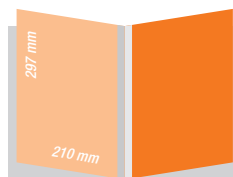
3 mm at bottom and outside,
5 mm at gutter and at top

Paper and binding:

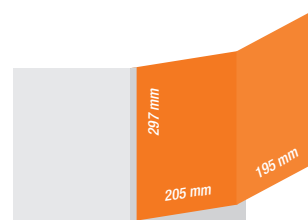
Max. 170 g/m², perfect binding



2 pages = 1 sheet
€ 6,780



4 pages = 2 sheets
€ 8,475



4 pages = 2 sheets (gatefold at the side)
€ 8,475

Please note:

Bound-in inserts which have a gatefold outside must be 5 mm shorter, i.e. their width should only be 205 mm including 5 mm in gutter. The front cover of the bound-in insert must be clearly indicated. Please supply additional 3% for potential loss during production. Tip-on-cards may not exceed a size of 25 cm² (max. length of edge: 6 cm).

Rates for bound-in inserts >4 pages: on request.

All rates subject to VAT where applicable.

www.farbeundlack.de

Would you like to advertise in FARBEUNDLACK?

Anette Pennartz · T +49 511 9910-240 · anette.pennartz@vincentz.net

Specifications for digital data → see page 7

Editorial programme and advertising deadlines → see page 2

Delivery address for inserts:

Gutenberg Beuys Feindruckerei GmbH
Hans-Böckler-Str. 52 · 30851 Langenhagen · Germany

Delivery note: For 'FARBE UND LACK', issue no. ...⁴

Classified Advertisements

Job Offers Print & Online

Benefit from a higher market reach by publishing your job offer simultaneously in **FARBEUNDLACK** and online on www.farbeundlack.de/jobs.



1/1 page A4
187 mm wide x
256 mm high
b/w: € 6,550
2c: € 7,050
3c: € 7,550
4c: € 8,050



1/2 page A4 vertical /horizontal
91 mm wide x
256 mm high / 187 mm wide x
124 mm high
b/w: € 3,940
2c: € 4,190
3c: € 4,440
4c: € 4,690



1/3 page A4 horizontal
187 mm wide x
80 mm high
b/w: € 2,630
2c: € 2,800
3c: € 2,970
4c: € 3,140



1/4 page A4 vertical
91 mm wide x
124 mm high
b/w: € 1,980
2c: € 2,110
3c: € 2,240
4c: € 2,370

*Rates without layout services.
Rates for coloured advertisements refer to CMYK colours, special colour rates on request. All sizes indicated are type area sizes. Job offers are not subject to discounts.*

All rates subject to VAT where applicable.

**Box no.
service:
€ 40**

Opportunities Representations Miscellaneous



b/w rate per mm height

- 91 mm wide
€ 11.60
- 187 mm wide
€ 23.20

Colour surcharges on request.

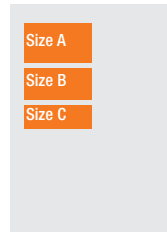
Example: **Opportunity**
91 mm wide, s/w, 50 mm high
€ 580.00

Example: **Representation**
187 mm wide, 2c, 32 mm high
€ 806.40

*Rates without layout services.
Classified advertisements are not subject to discounts.*

All rates subject to VAT where applicable.

Job Wanted



Size A
91 mm x 50 mm
€ 330

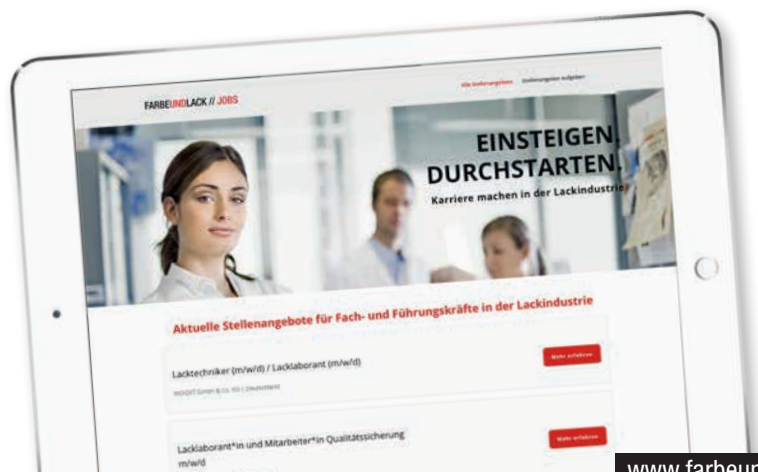
Size B
91 mm x 40 mm
€ 290

Size C
91 mm x 30 mm
€ 250

*b/w rates
incl. box no. service,
typesetting
and VAT*

Job Offers Online

Publication of your job offer at
www.farbeundlack.de/jobs (4 weeks run time).
€ 1,590



www.farbeundlack.de

Would you like to advertise in FARBEUNDLACK?

Anette Pennartz · T +49 511 9910-240 · anette.pennartz@vincentz.net

Specifications for digital data → see page 7

Editorial programme and advertising deadlines → see page 2

Delivery address for inserts:

Gutenberg Beuys Feindruckerei GmbH
Hans-Böckler-Str. 52 · 30851 Langenhagen · Germany

Delivery note: For 'FARBE UND LACK, issue no. ...'

Specifications for Digital Data

Kristijan Lugaric
Advertising Administration
T +49 511 9910-345
kristijan.lugaric@vincentz.net

Please send complete data collected in one folder, the name of which indicates the company or client, publication and publication date (max. 25 characters; special symbols such as - > / < ? should not be used. Example for file name: 'Advertiser_FL_Oct_26').

You may download the correct colour mode at:
www.eci.org/en/downloads